

## **EXECUTIVE SUMMARY**

A one paragraph summary or overview of the business and highlight the most crucial pieces of information. Such as mission statement, company goals, competitive advantages and financial projections.

## **BUSINESS DESCRIPTION**

- What is the name of your business?
- What type of business is it?
- What is your business structure? (Sole Proprietorship, Partnership, or Limited Liability Company?)
- What are your Mission/Vision/Core values
- What is the purpose and objectives of your business?

## **OPERATIONS AND LOGISTICS**

### **Equipment**

- What are the equipment and machinery required?
- How are you going to acquire them? And what are the prices?
- Is it new or second-hand equipment?
- Are there any technological resource needs?

### **Suppliers**

- Who are your suppliers? Where are they located?
- Reasons for choosing supplier
- Do they use sustainable and ethical methods?

### **Legal requirements**

- Business Name registrations
- Trademark
- Are there any patents?
- Are there any insurance requirements?

## **MARKETING PLAN**

### **Market Research**

- Qualitative or quantitative research on the market/product
- What are the findings of the research?
- How are you going to incorporate the market research findings into developing your business model?

## **Market Analysis**

- Who are your potential customers?
- What is the size of your target market?
- What are the local and/or national trends in your industry?
- SWOT Analysis

## **Competitor Analysis:**

- Who are your top competitors?
- What are each of their strengths and weaknesses?
- Who are their customers?
- Why do their customers shop there?
- How much do your competitors charge?
- Is their business steady, increasing or decreasing and why?
- How will your business be different/better?
- What indirect competition will you face?

## **Positioning**

- How will your business be positioned against your competition? (Better service? Lower price? Special niche?)
- What is your unique selling point

## **MARKETING**

### **Product/Service**

- What is your product/service? What are the features?
- What is unique (special qualities) about your product/service?
- How does your product/service satisfy your customer's needs?
- What are the benefits and added value of your product?

### **Pricing**

- What is/are the price(s) of your product(s) and/or service(s)?
- How have you developed your pricing policy?
- Which of the following pricing strategies might best suit your business? Retail cost and pricing, competitive position, pricing below competition, pricing above competition, multiple pricing, price lining, pricing based on cost-plus-markup, or other?
- If your price is higher than your competition: What special advantage do you offer to justify the higher price?
- If your price is lower than your competition: Is your price profitable? How do you plan to stay abreast of changes in the marketplace, to ensure that your profit margins are not adversely affected by new innovations or competition?

## **Promotion**

- How will you attract customers/clients?
- How will you retain your customers/clients?
- How will you expand your market base?
- How will/does your promotion/advertising reach your target market?
- What is your communications and PR plan?
- What is your social media and digital marketing plan

## **Location**

- Where will your business be located?
- What factors will influence your choice of location?
- What features will your location have?
- What are the features of your building layout?

## **Physical Distribution**

- How will you get your product to your customers?
- Will they come to your business or will you deliver your product?
- What are the cost and benefits of your distribution plan?

## **Packaging**

- For a product business: How will your product be presented? A bag with your business name and logo? A box?
- For a service business: What will your marketing material look like - business cards, logo, website, etc.?

## **MANAGEMENT PLAN**

- What is the organization structure/chart
- What is the management's experience and qualifications?
- Will you have employees now? Later?
- How many employees will you need and what will they do?
- Will your employees be full or part-time?
- Will you pay salaries or hourly wages?
- Will you provide fringe benefits?
- Who will train your employees?
- How will you manage your finances?
- How will you manage your record keeping?
- What professional resources will you use? (accountant, attorney, other)

## **FINANCIAL PLAN**

- What is your total amount of required startup capital with cost breakdowns
- What will be your personal monthly financial needs?
- What are your other potential funding sources?
- How will you use the money you receive from lenders or investors?

### **Financial Projections**

- Sales forecast and projections for the first 2 years
- Expenses Budget for the first 2 years
- Profit and Loss Account for the first 2 years
- Cash Flow Statement for the first 2 years
- Estimations and Assumptions used for forecast
- Break-even Analysis

## **ENVIRONMENTAL, SOCIAL AND GOVERNANCE**

- What are the environmental and social contribution of your business?
- Does your business contribute to environmental sustainability or environmentally sustainable practices?
- What are the potential environmental and social risks of implementing your business and how can you avoid, reduce and mitigate such risks?
- What options will you have in place for affected parties for grievances submission?

## **BUSINESS IMPLEMENTATION PLAN AND TIMELINE WITH MILESTONES**